

**The Saskatchewan Prairie Conservation Action Plan (SK PCAP) Partnership** brings together 30 agencies and organizations representing producers, industry, provincial & federal governments, environmental non-government organizations, research and educational institutions working towards a common vision of prairie and species at risk conservation in Saskatchewan. The SK PCAP Partnership has proven to be an important forum for guiding conservation and management efforts within Saskatchewan's Prairie Ecozone as it:

- Increases communication and collaboration amongst partners, thereby reducing duplication;
- Addresses gaps in native prairie research/activities and programming;
- Guides the development of programs and policies that reward sustainable use and promote ecological health and integrity including species at risk recovery, and;
- Improves public understanding of native prairie and species at risk.

### **SK PCAP Vision & Goals**

**Vision:** Healthy native prairie ecosystems as vital parts of our vibrant and strong communities.

**Our Mission:** The PCAP Partnership represents the collaborative efforts of multiple interests toward promoting and conserving Saskatchewan's native prairie. The PCAP Partners work together to deliver innovative and critical prairie conservation activities that represent the shared objectives of a diverse mix of stakeholders and that benefit the social, cultural, economic and ecological fabric of Saskatchewan.

**Our Ecosystem Goal:** Native prairie ecosystem health and biodiversity are conserved and restored as part of a functioning landscape.

**Our Economic Goal:** Sustainable uses of native prairie improve the livelihoods of Saskatchewan people.

**Our Cultural Goal:** Native prairie is a valued part of our culture and identity as Saskatchewan people.

Saskatchewan Prairie Conservation Action currently has sponsorship opportunities available in the following areas:

- Native Prairie Speaker Series - Monthly Webinars
- Prairie's Got the Goods Week - Public Awareness Event
- "Adopt a Rancher" and "Taking Action for Prairie" - Youth Education Program
- eNewsletter Advertising

### **Native Prairie Speaker Series Webinars - Sponsorship**

Our Native Prairie Speaker Series is a monthly webinar, which consists of a virtual presentation by an expert guest speaker to talk about anything to do with prairie conservation or species at risk. Participants can view the presentation from their computer, at no cost. Presentations are recorded and uploaded to the PCAP YouTube channel to maximize viewership. Topics include innovative species at risk research on the prairies, from insects to birds. Other webinars may be about citizen science programs, nocturnal preserves, pollinators and native flower gardening, best management practices or land stewardship programs.

These webinars are targeted for the general public and are advertised to both urban and rural populations in the prairies. Participants include environmental consultants, land owners and land managers, environmental non-profit organizations, provincial and federal government, college and university students, academic researchers, watershed groups, industry representatives as well as members of the general public. Our webinars tend to draw about 50-100 participants for the live viewing, plus another 50-150 views on the YouTube video. The PCAP YouTube channel has over 200 subscribers, 187 views per month and over 1681 minutes of watch time per month.

Sponsorship of our Native Prairie Speaker Series will help raise awareness about the importance of native prairie, species at risk conservation efforts on the prairies and what the people of Saskatchewan can do to help. Increasing public awareness and education of the importance of native prairie is necessary to native prairie conservation. There are sponsorship opportunities available for our Native Prairie Speaker Series and becoming a Native Prairie Speaker Series Sponsor offers great brand recognition opportunities for a period of one year.



**Native Prairie  
Speaker Series  
Webinar**

**Influence of human development on  
burrowing owl habitat selection and  
reproductive success**

**Speaker: Corey Scobie,  
Royal Alberta Museum**

© Catherine Jardine

Presented by:  Environment and  
Climate Change Canada / Environnement et  
Changement climatique Canada

 UNIVERSITY OF ALBERTA  
 ROYAL  
ALBERTA  
MUSEUM

## Sponsorship Opportunities

Recognition	Native Prairie Speaker Series Gold Sponsor	Native Prairie Speaker Series Silver Sponsor	Native Prairie Speaker Series Bronze Sponsor
	\$750	\$500	\$300
Pre-event Advertising	Recognized as a “Presenting Sponsor” on all pre-event advertising and social media	Logo will be displayed in pre-event social media	
Webinar	Logo will be prominently displayed on Webinar Thank You Slide and Introduction Landing Slide as “Presenting Sponsor”	Logo will be displayed on Webinar Thank You Slide	Name will be listed on Webinar Thank You Slide
Verbal Recognition	All sponsors will be verbally acknowledged in order of sponsorship amount		
Website	Logo will be prominently displayed on Native Prairie Speaker Series Page as “Presenting Sponsor”	Logo will be displayed on Native Prairie Speaker Series Page	Name will be listed on Native Prairie Speaker Series Page
eNewsletter	All sponsors will be thanked in order of sponsorship amount		

## Prairie's Got the Goods Week - Sponsorship

Prairie's Got the Goods is a weeklong event bringing together a variety of perspectives to showcase the benefits of the native prairie environment to the citizens of Canada. Ranchers, environmentalists, economists, researchers and academics will come together to talk about the ecological goods and services provided by the native prairie ecosystem. This weeklong event will include daily webinars, a social media campaign, and in-person presentations at various locations.

### Event goals:

- To provide an opportunity for the general public to learn about the benefits (ecological goods and services) provided by that native prairie ecosystem.
- To bring together a variety of perspectives, showcasing the ecological goods and services of native prairie.

### Outcomes:

- Increased public awareness about the native prairie ecosystem.
- Increased public support about the native prairie ecosystem.
- Attendance of at least 30 people at each webinar and in-person presentation.
- A reach of 5,000 people on social media.

## Sponsorship Opportunities:

### Presenting Sponsor - \$500

*"Prairie's Got the Goods! Presented by \_\_\_\_\_"*

- Logo and link prominently displayed on SK PCAP website
- Logo and link prominently displayed on pre-event and post-event press releases and media advisories, and on pre-event and post-event Social Media
- Logo and link prominently displayed on SK PCAP eNewsletter "Thank You Page" (over 1300 subscribers)
- Solitary logo placement on audiovisual display, after webinars.
- Verbal Recognition (at least once per day, in order of contribution size)
- Speaking Opportunity at an in-person presentation, or webinar.

### Sponsor - \$250

- Logo and link prominently displayed on SK PCAP website
- Logo and link prominently displayed on pre-event and post-event press releases and media advisories, and on pre-event and post-event Social Media
- Logo and link prominently displayed on SK PCAP eNewsletter "Thank You Page" (over 1100 subscribers)
- Logo placement on audiovisual display, after webinars.
- Verbal Recognition (at least once per day, in order of contribution size)
- Opportunity to bring greetings at an in-person presentation or webinar.

## Youth Education Programs

### "Adopt a Rancher"

The native grassland ecosystems of Saskatchewan are threatened. The great herds of bison that thundered across the prairie are gone. Bison evolved with the grasses, forming a close relationship in which their health depended on each other. Today, ranchers manage native grasslands to keep them healthy, using livestock in place of bison. Making the right management choices means that native grasslands can be a sustainable resource for Saskatchewan in which the biodiversity of native species is protected. Grasslands have other values and functions that are important for society such as regulating water flow and maintaining soil stability.

Students in the Adopt a Rancher program analyze a ranch ecosystem in a case study that they develop themselves. By using a student guide and online resources and communicating with the adopted rancher, students will answer this question: How can ranching protect Saskatchewan's native grasslands while providing economic benefits for Saskatchewan people?

The program structure is divided into four different segments:

- a) Students "Adopt a Rancher" and study the ranch profile
- b) Sustainability of Ecosystems unit connected to "Adopt a Rancher"
- c) Field Day with the Rancher
- d) Post-Field Day case studies and class discussion.

## "Taking Action for Prairie"

Taking Action For Prairie (TAFP) was developed by SK PCAP in 2011 to correspond with the new Saskatchewan Curriculum. It was piloted and has received positive reviews from educators, increased awareness and knowledge in students and a motivation to protect prairie by Saskatchewan's youth.

In 2015, 204 students in eight classes in six different schools participated in the TAFP presentations. Five classes received the Grade 6 program, two classes received the Grade 7 program, and one class received the Grade 8 program.

For 2018-2019, SK PCAP would like to continue to expand this environmental education program and expand our reach to include rural schools. Funding would allow our Education Coordinator to reach out to more schools and increase our geographic reach to rural schools.

Taking Action For Prairie will engage Regina, Moose Jaw, Swift Current and surrounding rural schools with an interactive 2 hour program for Grades 6-8 students and teachers. The objective of the program is to increase awareness and appreciation of the native prairie and wetland ecosystem and its conservation through the development and implementation of an Action Plan by each grade after program delivery.

This program is a partnership between a community organization (SK PCAP) and urban and rural schools that support personal and academic success. Classes have the opportunity to develop and carry out their own Action Plan, directly supporting youth to be active and valued community citizens. Carrying out the class Action Plan (ex: launching environmental awareness campaigns, or lobbying politicians or businesses for better environmental practices) will encourage and support individuals to become involved as active citizens.

- Grade 6 - Diversity of Life to SK PCAP's Cultural Goal: Native prairie is a valued part of our culture and identity as Saskatchewan people. Saskatchewan native prairie is affected by its cultural diversity—First Nations, European settlers, ranchers—all of whom have affected the diversity of life on native prairie. Topics: biodiversity, native species at risk, invasive alien plant species, cultural history, stewardship
- Grade 7 - Interactions with Ecosystems outcomes to SK PCAP's Ecological Goal: Native prairie ecosystem health and biodiversity are conserved and restored as part of a functioning landscape. Topics: human impact, ecological footprints, sustainability, stewardship
- Grade 8 - Water Systems on Earth outcomes to SK PCAP's Economic Goal: Sustainable uses of native prairie improve the livelihoods of Saskatchewan people. Topics: water quality/conservation, ranching, ecological goods & services, climate change, stewardship

## Sponsorship Opportunities:

### Youth Education Programs - Presenting Sponsor - \$2,500

*"Taking Action for Prairie, Presented by \_\_\_\_\_"*

- Logo and link prominently displayed on SK PCAP website
- Logo and link prominently displayed on pre-event and post-event press releases and media advisories, and on pre-event and post-event Social Media



# Advertising and Sponsorship Opportunities

- Logo and link prominently displayed on SK PCAP eNewsletter "Thank You Page" (over 1500 subscribers)
- Verbal Recognition (at least once per day, in order of contribution size)

## Supporting Sponsor - \$1000

- Logo and link prominently displayed on SK PCAP website
- Logo and link prominently displayed on pre-event and post-event press releases and media advisories, and on pre-event and post-event Social Media
- Logo and link prominently displayed on SK PCAP eNewsletter "Thank You Page" (over 1100 subscribers)
- Logo placement on audiovisual display, after webinars.
- Verbal Recognition (at least once per day, in order of contribution size)

## eNewsletter - Advertising




Our eNewsletter has over 1300 subscribers with 12 monthly eNewsletters distributed annually. The eNewsletter goes out on the first Tuesday of the month and includes a letter from the PCAP Manager, a detailed listing of upcoming events, Job and Volunteer Opportunities in every edition. In addition to these regular features, newsletters may also include the announcement of a best management practice guide, Species at Risk fact sheets, an article about a new program, an interview with a Species at Risk technician, public native prairie contest results, and more. Past eNewsletters can be found here: <http://www.pcap-sk.org/communications/pcap-newsletter>

## Advertising Opportunities

We are currently offering Sidebar or Banner Advertisements in the eNewsletter. This is a great way to reach prairie enthusiasts and conservation practitioners in Saskatchewan. Advertising space can be used to advertise upcoming events, a new product or program and more. Discounts are available for advertisements in multiple eNewsletters.

Location	Width (pixels)	Height (pixels)	Cost Per eNewsletter	3 eNewsletters	Annual Cost (12 newsletters)
Sidebar	170	170	\$50	\$125	\$300
Bottom	570	100	\$50	\$125	\$300

Example of a monthly eNewsletter.

February 2017	Volume 9 Issue 2
	 <p>Saskatchewan Prairie Conservation Action Plan</p>
<p>Greetings! Dear Caitlin,</p> <p>Happy February!</p> <p>Have you been procrastinating registering for the Native Prairie Restoration and Reclamation Workshop?! Well you're in luck - there is still time to register! Space is limited so <a href="#">REGISTER NOW</a> for the workshop that is taking place on February 8-9 in Regina. <a href="#">The program</a> is also available on our website so be sure to check that out as it is now finalized. Topics include everything from soil remediation, range health, prescribed burning, restoration for wildlife and plant species at risk, to aquatic species, industrial mitigation, as well as presentations about collaboration and the power of partnerships. NPRRW 2017 has so much to offer, including a poster session, a trade show, and numerous networking opportunities. The trade show is full, we have an incredible line up of presenters, and we had more poster submissions than past years - this workshop is shaping up to be one that you don't want to miss!</p> <p>In January, PCAP attended the Saskatchewan Beef Industry Conference and met with producers and agricultural experts to chat about the importance of native prairie conservation. Also in January, Ryan Fisher from the Saskatchewan Ministry of Environment gave a webinar about current Ministry of Environment land cover and species-habitat modelling initiatives. The presentation was recorded and you can <a href="#">watch the presentation here</a>. On February 16<sup>th</sup>, Corey Scobie from the Royal Alberta Museum</p>	<p><a href="#">Join Our Mailing List!</a></p> <p><b>SK PCAP February Speaker Series</b></p> <p>Join SK PCAP for our next Speaker Series on Thursday, February 16, 2017. This presentation is a FREE ONLINE WEBINAR, everyone is welcome to register and participate!</p> <p>Corey Scobie with the Royal Alberta Museum will discuss the influence of burrowing owl habitat selection and reproductive success. To <a href="#">register, click here</a>.</p> 

## Examples

### 170x170 Advertisement



2018 Native Prairie Restoration & Reclamation Workshop

*"Look to the Future, Learn from the Past"*

February 7 & 8, 2018 in Saskatoon, SK

Register: <http://www.pcap-sk.org/upcoming-events-workshops2018-nprmw>



Saskatchewan  
Prairie Conservation  
Action Plan

## Advertising and Sponsorship Opportunities

570x100 Advertisement

	<p>2018 Native Prairie Restoration &amp; Reclamation Workshop <i>"Look to the Future, Learn from the Past"</i> February 7 &amp; 8 , 2018 in Saskatoon, SK Register: <a href="http://www.pcap-sk.org/upcoming-events-workshops/2018-nprw">http://www.pcap-sk.org/upcoming-events-workshops/2018-nprw</a></p>		
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**If your organization or business is interested in any of our sponsorship or advertising opportunities, please contact:**  
**Saskatchewan Prairie Conservation Action Plan**  
**Phone: 306.352.0472**  
**Email: [pcap@sasktel.net](mailto:pcap@sasktel.net)**